

Approved Audits/Applications Committee 11/25/08

Organization Name: Missouri River Country

Project Name: Opportunity CD Shipping

Application Completed by: Carla Hunsley

Approval Requested

Final

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country will duplicate 2000 CD's with our Travel Guide on them to provide a cost-effective fulfillment piece for distribution at trade shows and mail out upon request. The cost of shipping for these CD's is estimated at \$150.

Missouri River Country is asking to use \$150 from our Opportunity Funds to pay for shipping costs to ship the CD's to the Missouri River Country office location.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

1.1.c Develop five targeted packages for show attendees.

1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

1.3.c Conduct at least one marketing workshop for tourism and recreation industry partners in each Region annually.

Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET
PROJECT NAME

Opportunity CD Shipping

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

MARKETING/ADVERTISING:			
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

TRAVEL:			
Personal Car	\$0 +	\$0 =	\$0
Commercial Transportation	\$0 +	\$0 =	\$0
Meals	\$0 +	\$0 =	\$0
Lodging	\$0 +	\$0 =	\$0
Vehicle Rental	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

OTHER:			
Shipping for CD's	150 +	\$0 =	150
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	+	\$0 =	
	\$150 +	\$0 =	\$150
TOTAL			

REGION/CVB	PROJECT		
TOTAL		\$150 +	\$0 = \$150